

# Structure & Players: The **Global** Residential Water Treatment Industry

*Essential information for leading industry executives, thought-leaders, and investors*



***than they know about you?***



***Announcing a new information resource that's indispensable for industry executives, thought-leaders, and investors***

Business profiles of 200 leading players:

- ☞ In-depth profiles of the Top 50 Global Players
- ☞ Capsule profiles of an additional 150 participants you need to know about
- ☞ Names and contact information for key people at the companies profiled
- ☞ Well-structured and easy to read

Provides the best commercial analysis of the global industry's structure...

- ☞ By region
- ☞ By country for the Top 25 country markets
- ☞ By technology
- ☞ By product configuration
- ☞ By distribution channel



**“The feedback I received from all colleagues was VERY positive.”**

– Head of Market Research, Brita GmbH referring to Baytel's 2015 Global Market for Home Water Treatment Products & Services

**“A fantastic analysis. I really appreciate the time you put into these insights.”**

– Andy Donner, Unilever Ventures

**“I have completed my review of the content and am pleased with the breadth and depth of the information.”**

– Matt Whitener, VP Planning and Development, Emerson Commercial and Residential Solutions, referring to a Baytel China country report.

**Baytel**  
Associates  
*The choice of industry insiders*

- ☞ Want to know which companies to partner with?
- ☞ Which to keep an eye on?
- ☞ Which to consider acquiring or investing in?

The Industry Structure chapter of the report thoroughly breaks down the players every which way—and allows you to quickly find and analyze those companies of greatest interest to **you**.

**An incredible value for the price!**

Your company qualifies for a special discount!

## What's the difference between Baytel's two Global Reports? They both cover the Global Residential Water Treatment Industry, but...

### Global Markets

*Analyses 45 key country markets:*

- ☞ *Market sizes; segmentation by product type and technology*
- ☞ *Market characteristics, major share holders, key issues*
- ☞ *Regional & global totals, global overviews*
- ☞ *Smart market projections through 2027—and reasons specific to each market*

### Structure & Players

*Covers the Industry and 200 Companies:*

- ☞ *Industry structure and dynamics: by region, technology, configuration, etc.*
- ☞ *In-depth business profiles of Baytel's Top 50 Global Players*
- ☞ *Capsule profiles of an additional 150 participants you need to know about*
- ☞ *Names, positions & contact information for key people*

## What's the same about them?

- ☞ *They provide more "bang for your buck" than other commercially available information products on the industry*
- ☞ *They were prepared by Baytel Principals, each of whom has over 35 years of experience analyzing the home water treatment industry in over 45 country markets.*
- ☞ *Baytel Principals each spend many months of every year doing field work in the countries covered.*

☞ **Unsurpassed Information Content**

**STUNNING BREADTH AND DEPTH OF ANALYSIS  
AT A PRICE THAT'S RIGHT!**

**Contact Baytel to request  
your copy of the **Sample Profiles**  
free of charge.**

*Offer applies only to companies in home water treatment and related industries.*

**No obligation.**

**Don't forget to ask us about  
special discounts that  
your company might qualify for!**

**Baytel's Industry Structure  
and Key Players Report is the  
perfect complement to Baytel's  
2018 Global Markets Report**

# BAYTEL ASSOCIATES

*The choice of industry insiders*

You won't find a better analysis of any aspect of the global residential water treatment market or industry from any other commercially-available source. Baytel's custom and off-the-shelf reports are known for the depth and breadth of the information and insights they provide. They offer unsurpassed value for money spent. Have you seen one of Baytel's in-depth analyses of any of the key global country markets? Have you seen Baytel's recent analyses of the global market, the global industry structure, or our business profiles of the Top 150 Players?

Baytel's new report ***Structure & Players of the Global Residential Water Treatment Industry*** clearly explains who is doing what, where, with what kinds of products and using what kind of technologies. It provides a must-read ***analysis of the global structure of the industry as well as 150 individual company business profiles for key players*** across the globe. A number of very useful **Tables of Players** in the **Industry Structure** section allow you to quickly find those players relevant to how you want to segment things: **by size, by product type/configuration, by country or region, by technology, by distribution channel, etc.**

Baytel's new ***Structure & Players of the Global Residential Water Treatment Industry*** report is the perfect companion to the report Baytel released in 2015 on ***Global Markets for In-Home Water Treatment Products***. The Global Market report provides ***individual country market analyses for 33 key country markets in the Americas, Europe, the Middle East, Africa, and Asia-Pacific, plus regional and global totals***. These individual country markets are quantified and segmented every which way; market shares are provided for the more important players. The feedback from licensees of this report has been overwhelmingly positive.

***Baytel principals each spend months out of every year conducting research in the 45+ countries that Baytel currently covers.*** We have the photos and the business cards to prove it. This sets Baytel apart from those firms whose analysts sit in cubicles all day doing "desk research"—doing online searches and placing a few Skype calls. Why waste your money on something full of errors and omissions? Get the information and insights you need from a company who has "been there and seen it, first-hand." ***Baytel's principals each have decades of experience covering the residential water treatment market.***

***Baytel's Research Methodology*** is fundamentally different from that used by the "market research report" mills offering everything from reports on the market for baby diapers in India to reports on the market for Christmas trees in Norway. Have you ever been "burnt" by one of those reports? We sometimes take a look and shudder! Baytel's reports build on a solid foundation. We explore things in the field "first-hand" and we speak with industry insiders "face to face." ***Yes, of course we carry out the internet searches just like everyone else: we do this in several languages and with decades of industry experience under the belt. But our research methodology extends WAY beyond that!*** We don't just live in cubicles. We travel to countries all over the world and visit consumers' homes to interview them and see how they use all of the different kinds of water and water-related products at home and elsewhere. We ask them what they like and dislike about the solutions they have encountered and how those solutions can be improved. We conduct surveys—sometimes massive ones—of consumers, of distributors, of water treatment dealers, of direct sales networks, of retailers, of wholesalers, and of manufacturers of

systems and components. We carry out retail and direct sales "audits." We interview and conduct focus groups with retail sales clerks and department managers and buyers. We visit in person with senior executives at manufacturers and their business partners. **We are wholly focused on residential water treatment products and services—products obtained by consumers to improve the quality and function of how water is used and consumed in their homes, their businesses, and when travelling or simply "on the go."**

**Baytel covers all types and configurations of residential water treatment products and our reports segment the markets accordingly.** We cover drinking water treatment products and water conditioning products and systems. Refrigerator water filters & purifiers, filtering & purifying pitchers/carafes, faucet-mount/-replacement, sports bottles, countertop units, under-sink systems, wall-mounted systems, free-standing systems, filtering kettles, whole house filters, softeners, and purifiers. The list goes on and on... In short we segment the market by every conceivable type and configuration of "Point-of-Use" or "POU" and "Point-of-Entry" or POE product.

**We cover every conceivable technology:** from water softeners to iron and manganese-reduction filters, from simple carbon filters to multi-stage systems using a handful or more of contaminant reduction and water conditioning techniques. We cover every disinfection method commercially available, as well as those still in R&D. Oh yes, we are also well-grounded in the relevant technologies and manufacturing considerations: Baytel's Principals each have multiple, relevant, advanced degrees.

**Ask around: those in the know will confirm the fact that Baytel's data and analyses covering the residential water treatment market and industry are the very best that money can buy. Work smart! Work with concise, accurate market information and insights from Baytel.** Nobody else covers the global residential water treatment market anywhere near as thoroughly as Baytel does!

Please keep in mind that we are highly flexible in providing you with exactly what it is that your company needs. **We have carried out confidential, custom-consulting projects of a wide variety of scopes and budgets for many of the industry's leading players.** Contact Baytel for our current Capabilities Brochure and give us a call to discuss your needs in complete confidence. There is no charge for an initial consultation. We are happy to execute a confidentiality agreement and we take great pains to ensure that we do not ever wind up in a conflict of interest situation. **We are known for calling it as we see it. We have no conflicts of interest because of ongoing "special relationships."** Every Baytel client is our highest priority and we do our utmost professional best to meet the needs of every client. Over the past 30+ years we have worked with many of the world's leading players in the water and appliance industries—at the highest levels of their firm. We would be pleased to provide you with testimonials and references. **Call Baytel today for the information and insights your company needs to be successful in today's competitive market for home water treatment products!**

**Baytel Associates: The choice of industry insiders.**

[www.baytel.org](http://www.baytel.org)

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*Order today!*